



KSHB-TV

# ORDER

Print Date 10/25/12 Page 1 of 3

Flight Dates **10/26/12-10/30/12**

Contract / Revision      **315895 /**  
Original Date / Revision  
                          10/25/12    10/25/12  
Advertiser **Akin / Republican / Senate**

Agency    **Strategic Media Placement**  
Buying Contact  
**7669 Stagers Loop**  
**Delaware, OH 43015**

Product  
**MO US SEN TODD AKIN Oct 26-Oct 30/12**  
Agency Com    15%  
Billing Contact  
**7669 Stagers Loop**  
**Delaware, OH 43015**  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:10:00  
Estimate #          **3082**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A35+  
Rev Codes          POL           POL           CAND  
Product Codes    PL  
Priority              P-1  
Advertiser Ref

Primary Account Executive  
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	26	\$6,931.75	\$8,155.00	0.00	10/01/12	10/28/12	26	\$6,931.75	\$8,155.00
November 2012	29	\$9,409.50	\$11,070.00	0.00	10/29/12	10/30/12	29	\$9,409.50	\$11,070.00
<b>Totals</b>	<b>55</b>	<b>\$16,341.25</b>	<b>\$19,225.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/26/12	10/30/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	11--1--	:30	3	\$150.00	P-2	0.00 NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	11--1--		3		\$150.00		0.00				
N 2	KSHB	10/26/12	10/30/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	1---1--	:30	2	\$550.00	P-1	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/12	10/30/12	1---1--		2		\$550.00		0.00				
N 3	KSHB	10/26/12	10/30/12	Today Show Today Show	CM	7-9a	1-----	:30	1	\$750.00	FX	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **315895** Flight Dates **10/26/12-10/30/12** Hiatus Dates  
 Original Date / Revision 10/25/12/ 10/25/12 Order Sep 00:10:00  
 Advertiser **Akin / Republican / Senate** Product **MO US SEN TODD AKIN Oc** Estimate # **3082**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KSHB	10/26/12	10/30/12	Today Show Today Show	CM	7-9a	1-----	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	1-----					1	\$750.00		0.00			
N 4	KSHB	10/26/12	10/30/12	Today Show II Today Show II	CM	9-10a	11--1--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11--1--					3	\$300.00		0.00			
N 5	KSHB	10/26/12	10/30/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S-					1	\$225.00		0.00			
N 6	KSHB	10/26/12	10/30/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S-					1	\$250.00		0.00			
N 7	KSHB	10/26/12	10/30/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	-----S	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S					1	\$75.00		0.00			
N 8	KSHB	10/26/12	10/30/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S					1	\$275.00		0.00			
N 9	KSHB	10/26/12	10/30/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S					1	\$250.00		0.00			
N 10	KSHB	10/26/12	10/30/12	M-F 10-11a M-F 10-11a	CM	10-11a	11--1--	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11--1--					3	\$50.00		0.00			
N 11	KSHB	10/26/12	10/30/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	12--2--	:30	5	\$40.00	P-3	0.00	NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	12--2--					5	\$40.00		0.00			
N 12	KSHB	10/26/12	10/30/12	M-F 12-1p M-F 12-1p	CM	12-1p	11--1--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11--1--					3	\$150.00		0.00			
N 13	KSHB	10/26/12	10/30/12	M-F 1-2p M-F 1-2p	CM	1-2p	11--2--	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11--2--					4	\$100.00		0.00			
N 14	KSHB	10/26/12	10/30/12	M-F 2-3p M-F 2-3p	CM	2-3p	11--1--	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11--1--					3	\$100.00		0.00			
N 15	KSHB	10/26/12	10/30/12	M-F 4-430p Jeopardy	CM	4-430p	11--1--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11--1--					3	\$350.00		0.00			



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Contract / Revision **315895** Flight Dates **10/26/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:10:00

Advertiser **Akin / Republican / Senate** Product **MO US SEN TODD AKIN Oc** Estimate # **3082**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KSHB	10/26/12	10/30/12	M-F 4-430p Jeopardy	CM	4-430p	11--1--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	11--1--	3		\$350.00	0.00							
N 16	KSHB	10/26/12	10/30/12	M-F 430-5p Action News @ 430PM	CM	430-5p	11--1--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	11--1--	3		\$325.00	0.00							
N 17	KSHB	10/26/12	10/30/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	11--1--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	11--1--	3		\$600.00	0.00							
N 18	KSHB	10/26/12	10/30/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11--1--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	11--1--	3		\$800.00	0.00							
N 19	KSHB	10/26/12	10/30/12	Sa Su 5-530p Rotator Sa Su 5-530p Rotator	CM	5-530p	-----11	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----11	2		\$300.00	0.00							
N 20	KSHB	10/26/12	10/30/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S-	1		\$325.00	0.00							
N 21	KSHB	10/26/12	10/30/12	M-F 630-7p M-F 630-7p	CM	630-7p	11--1--	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	11--1--	3		\$1,100.00	0.00							
N 22	KSHB	10/26/12	10/30/12	M-F Late News M-F Late News	CM	10-1035p	MT--F--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	MT--F--	1		\$1,300.00	0.00							
N 23	KSHB	10/26/12	10/30/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S-	1		\$800.00	0.00							
N 24	KSHB	10/26/12	10/30/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S	1		\$300.00	0.00							
N 25	KSHB	10/26/12	10/30/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	-1--1--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-1--1--	2		\$300.00	0.00							
Totals														55	\$19,225.00